CASE STUDY

ALGONOMY

A leading asian chain of modern retail outlets

SEGMENT | Grocery

PRODUCT | Vendor Link

OBJECTIVE | Transform supplier collaboration to enable business expansion

RESULTS
- Vendor and product onboarding lead time reduced by 97%
- **Reduced invoice** disputes and **faster payments** to suppliers
- **Complete visibility** to suppliers on order to pay cycle
- **Data monetization** through Vendor Insights
- **Direct system integration** for EDI with larger manufacturers

The client is one of the largest chains of modern retail stores in Asia. With over 700 suppliers and 130+ outlets, the client faced multiple challenges in supplier processes.

- Vendor and product onboarding processes were discontinuous and tedious leading to over 10 days of lead time

- Product attribute and price modification required 7 days due to manual processes leading to decreased supply chain agility

- Suppliers operated in silos with limited visibility on order to pay cycle

- Invoice and delivery dispute redressal were not streamlined leading to supplier dissatisfaction

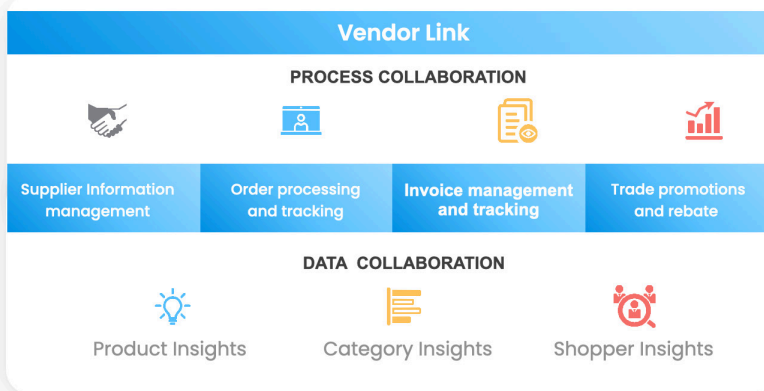- Unavailability of sales, inventory and category insights to suppliers

With over 200 stores and a 1000+ suppliers planned in the near future, the client saw supplier collaboration as a major value lever in its business expansion. The client strongly felt that a shift in its supplier collaboration approach towards a scalable supplier ecosystem was a major part of this journey.

Vendor Link: Supplier Collaboration Redefined

Retailer
- Buying
- Merchandising
- Finance
- Supply Chain

Vendor Link

PROCESS COLLABORATION

| Supplier Information management | Order processing and tracking | Invoice management and tracking | Trade promotions and rebate |

DATA COLLABORATION

Product Insights   Category Insights   Shopper Insights

Supplier
- Category
- Fulfillment
- Finance
- Marketing
- Trade promotion

Ensuring greater on-shelf availability, greater loyalty and increased sales and as a result, greater profitability – both for the retailer and for the supplier

Building a supplier collaboration ecosystem

Algonomy's Vendor Link fit in perfectly with the clients requirement of a 360 degree supplier collaboration platform. Vendor Link is a comprehensive web-based vendor and retailer collaboration platform that removes operational silos between vendors and retailers by automating and streamlining end-to-end operations.

Vendor Link enables suppliers to manage their own information during onboarding, reducing paperwork and tedious processes. With guided workflows and status visibility across personas, vendor onboarding and product onboarding processes are streamlined. *Order to Pay* collaboration enables electronic document exchange with suppliers at every stage of the fulfillment cycle leading to greater transparency and efficiency. The invoice matching capability reduces processing time, costs, and disputes. With an added capability to create on-demand analytical views for retailers and suppliers, Vendor Link helps in better decision making. In addition, it aggregates data insights for retailers and suppliers which can be used for strategic and tactical purposes.

The client benefited from Vendor Link in the following ways

- With the help of Vendor Link's guided workflows for vendors and category managers and seamless backend integration, the client was able to reduce the time required for vendor and product onboarding from 10 days to 3 hours.

- Suppliers gained complete visibility on order to pay cycle with the help of smart notification and tracking system

- With a real-time triangulation between purchase order(PO), goods received note(GRN) and invoice, the client was able to reduce disputes on supplier invoices

- With backend integrations with suppliers systems, Vendor Link enabled on-demand reports on outstanding payments, stock and other financials for suppliers

- Client was able to monetize data insights on category, sales and inventory and share it with key suppliers

Vendor Link helped the client transform supplier collaboration from a set of cost-based ad-hoc processes to a digitized and scalable supplier ecosystem with streamlined operations and system-wide transparency.

Vendor and Product onboarding
Workflow guided collaboration, digital product catalog with seamless backend integration

Order processing and tracking
Electronic document exchange with real-time status

Invoice management and tracking
Real-time tracking of invoices & payments and 3-way invoice matching

Trade Promotions & Rebate
Retailer and vendor initiated with supplier funding agreement

Vendor insights & data monetization
Sharing sales, inventory and category insights with suppliers

ALGONOMY

Algonomy (previously Manthan-RichRelevance) is a global leader in algorithmic customer engagement powering digital first strategies for retailers and brands. With industry-leading retail expertise connecting demand to supply with a real-time customer data platform as the foundation, Algonomy enables 1:1 omnichannel personalization, customer journey orchestration and customer analytics. Headquartered in San Francisco and Bangalore, our global presence spans over 20 countries. To learn more, please visit **algonomy.com.**